

Listing of Claims

The following listing of claims is intended to supercede all previously filed listings of claims. Changes are shown with deletions in ~~strikethrough~~ or in [[double brackets]] and additions underlined.

Kindly enter the following amendments to the claims:

1. **(Currently Amended)** A method implemented by a computer for combining multiple pieces of content to be provided to at least one of a plurality of patrons, the method comprising:

identifying each of the patrons' travel-related activity;

maintaining a database identifying each of the patrons and each patron's corresponding travel-related activity;

matching the multiple pieces of content to a patron based on the patron's individual corresponding travel-related activity;

generating by the computer an individually personalized e-mail for the patron, wherein the e-mail contains the multiple pieces of content, each piece of content corresponding to a distinct campaign;

providing an offer based on said travel-related activities; and

delivering the e-mail to the patron.

2. **(Original)** The method of claim 1, further comprising prioritizing the multiple pieces of content for placement in the e-mail.

3. **(Original)** The method of claim 2, further comprising limiting the number of pieces of content to be provided in the e-mail.

4. **(Original)** The method of claim 3, further comprising eliminating duplicate pieces of content.

5. **(Original)** The method of claim 2, further comprising sorting the multiple pieces of content into defined categories.

6. **(Original)** The method of claim 5, further comprising limiting the number of pieces of content to be provided within each of the defined categories.

7. **(Currently Amended)** A system for combining multiple pieces of content to be provided to at least one of a plurality of patrons, the system comprising:

means for identifying each of the patrons' travel-related activity;

means for maintaining a database identifying each of the patrons and each patron's corresponding travel-related activity;

means for matching the multiple pieces of content to a patron based on the patron's individual corresponding travel-related activity;

means for generating an individually personalized e-mail for the patron, wherein the e-mail contains the multiple pieces of content, with each piece of content corresponding to a distinct campaign and providing an offer based on said travel-related activities; and

means for delivering the e-mail to the patron.

8. **(Original)** The system of claim 7, further comprising means for prioritizing the multiple pieces of content for placement in the e-mail.

9. **(Original)** The system of claim 8, further comprising means for limiting the number of pieces of content to be provided in the e-mail.

10. **(Original)** The system of claim 9, further comprising means for eliminating duplicate pieces of content.

11. **(Original)** The system of claim 8, further comprising means for sorting the multiple pieces of content into defined categories.

12. **(Original)** The system of claim 11, further comprising means for limiting the number of pieces of content to be provided within each of the defined categories.

13. **(Currently Amended)** A system for combining multiple pieces of content in an individually personalized e-mail, the system comprising:
a processor programmed to:

identify each of a plurality of patrons and each patron's corresponding travel-related activity;

maintain a database identifying each of the patrons and each patron's corresponding travel-related activity;

match the multiple pieces of content to a patron based on the patron's individual corresponding travel-related activity;

generate the individually personalized e-mail for the patron, wherein the e-mail contains the multiple pieces of content, each piece of content corresponding to a distinct campaign and providing an offer based on said travel-related activities; and
a subsystem programmed to deliver the e-mail to the patron.

14. **(Original)** The system of claim 13, the processor being further programmed to prioritize the multiple pieces of content for placement in the e-mail.

15. **(Original)** The system of claim 14, the processor being further programmed to limit the number of pieces of content to be provided in the e-mail.

16. **(Original)** The system of claim 15, the processor being further programmed to eliminate duplicate pieces of content.

17. **(Original)** The system of claim 14, the processor being further programmed to sort the multiple pieces of content into defined categories.

18. **(Original)** The system of claim 17, the processor being further programmed to limit the number of pieces of content to be provided within each of the defined categories.

19. **(Currently Amended)** A system for combining multiple pieces of content in an e-mail, the system comprising:

a content management subsystem, wherein the content management subsystem is adapted to receive content as input and is adapted to deploy the content into a first database;

a datamart subsystem, wherein the datamart subsystem is adapted to extract content from the first database and one or more other databases and is adapted to match a plurality of patrons to a single piece of content, based on each patron's corresponding travel-related activity;

a targeted e-mail application subsystem, wherein the targeted e-mail application subsystem is adapted to merge each single piece of content matched to each of the plurality of patrons, so as to provide individually personalized targeted e-mails, each targeted e-mail having multiple pieces of content for each of the plurality of patrons and each piece of content corresponding to a distinct campaign and providing an offer based on said travel-related activities; and

an e-mail vendor subsystem, wherein the e-mail vendor subsystem is adapted to distribute a targeted e-mail to each of the plurality of patrons.

20. **(Previously Presented)** The system of claim 19, wherein the targeted e-mail application subsystem is further adapted to prioritize the multiple pieces of content for placement in the targeted e-mails.

21. **(Previously Presented)** The system of claim 20, wherein the targeted e-mail application subsystem is further adapted to limit the number of pieces of content to be provided in the targeted e-mails.

22. **(Original)** The system of claim 21, wherein the targeted e-mail application subsystem is further adapted to eliminate duplicate pieces of content.

23. **(Original)** The system of claim 19, wherein the targeted e-mail subsystem is further adapted to sort the multiple pieces of content into defined categories.

24. **(Original)** The system of claim 23, wherein the targeted e-mail subsystem is further adapted to limit the number of pieces of content to be provided within each of the defined categories.

25. **(Previously Presented)** The method of claim 1, said maintaining further comprising maintaining a database identifying each of the patrons' travel-related behavior; and said matching further comprising matching the multiple pieces of content to the patron based on the patron's travel-related behavior.

26. **(Previously Presented)** The method of claim 25, wherein the patrons' travel-related behavior identified includes at least one of flight behavior and website behavior.

27. **(Previously Presented)** The system of claim 13, the processor being further programmed to:
maintain a database identifying each of the patrons' travel-related behavior; and match the multiple pieces of content to the patron based on the patron's travel-related behavior.

28. **(Previously Presented)** The system of claim 19, wherein the datamart subsystem is further adapted to match a plurality of patrons to a single piece of content based on patrons' travel-related behavior.

29. **(Previously Presented)** The method of claim 1, further comprising the step of analyzing each of the patrons' travel-related activity.

30. **(Previously Presented)** The method of claim 1, wherein the travel-related activity is provided by the patron.

31. **(Previously Presented)** The method of claim 1, wherein the travel-related activity includes at least one of flight behavior, website behavior and program status.